

Outreach Strategies to Identify and Engage Veterans in Your Programs and Services

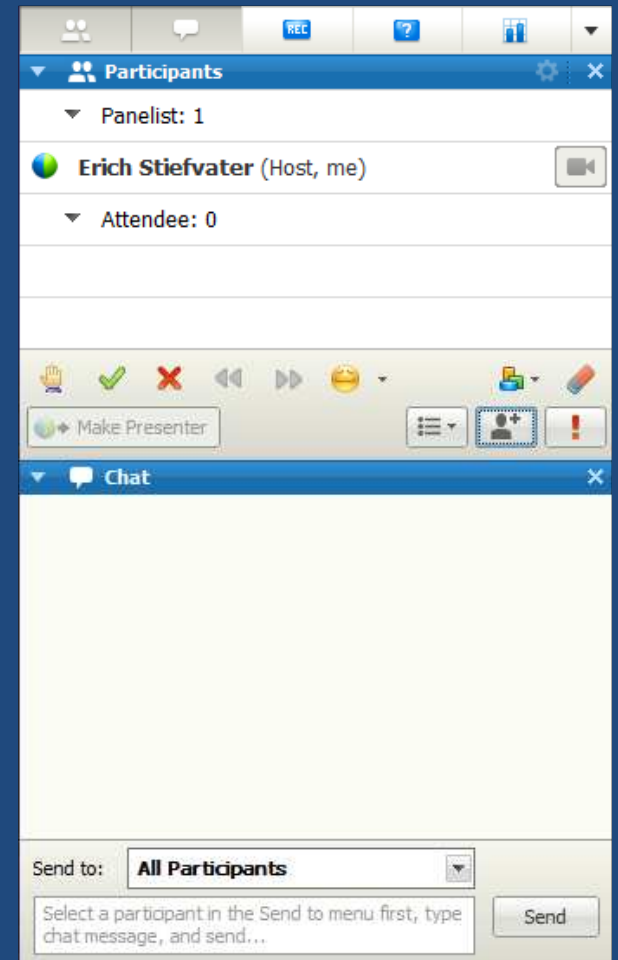
If you have not already done so, please connect to the audio portion of this Webinar:

1. Dial 1-877-668-4490
2. Enter the access code 626 824 517
3. Enter your unique participant ID number displayed on your screen



Housekeeping

- ◎ Phones are muted
- ◎ Ask questions sending a chat message to “All Participants” using the Chat panel on the right side of your screen



Hello and Welcome!



Koby Langley
CNCS



Bob Reeg
American Legion Auxiliary
Call to Service Corps

Webinar hosts:
Debbie Ellis and Nicky Martin, Education Northwest

Outreach Strategies to Identify and Engage Veterans in Your Programs and Services

A common concern among national service organizations is the difficulty in finding and engaging veterans and their families who need their services. This webinar will explore the recruitment and engagement strategies of two nonprofit organizations currently serving veterans. Participants will be invited to share additional strategies they have found to be successful.

Learning Goals

- Obtain tips for identifying veterans at the community level.
- Learn strategies currently used by nonprofit organizations to recruit and engage veterans.
- Identify opportunities for national service participants to assist in veteran recruitment into and engagement in programs and services.

Today's Presenters



LtCol Tony Colmenares USMC (Ret)
American Red Cross



William Koch
Still Serving Veterans

Community Toolkit: created by more than 50 non-profits nationwide.
Designed to help communities, local government agencies and organizations coordinate and synchronize their veterans programs.

COMMUNITY BLUEPRINT PILOT

Monroe, Miami Dade, Broward, Palm Beach, Martin, Port St Lucie, Indian River, Okeechobee

Volunteerism

Family
Strength

Employment

Education

Financial/
Legal

Behavioral
Health

Reintegration

Housing and
Homelessness

PILOT

Military Volunteer
Leadership Program

- Military Active and Reserves
- 300 hours of Community Service
- Military Volunteer Outstanding Service Medal
- Currently enrolled in program: 91

Eight Focus Areas:

PILOT

Transition and
Reintegration
Program

- Targeted Reintegration
- Eight Components
 - Intake and Assessment
 - Employment
 - Housing
 - Healthcare
 - Legal
 - Education/Training
 - Sponsorship
 - Financial Assistance
- Launch program in Oct 2012 Broward County

PILOT

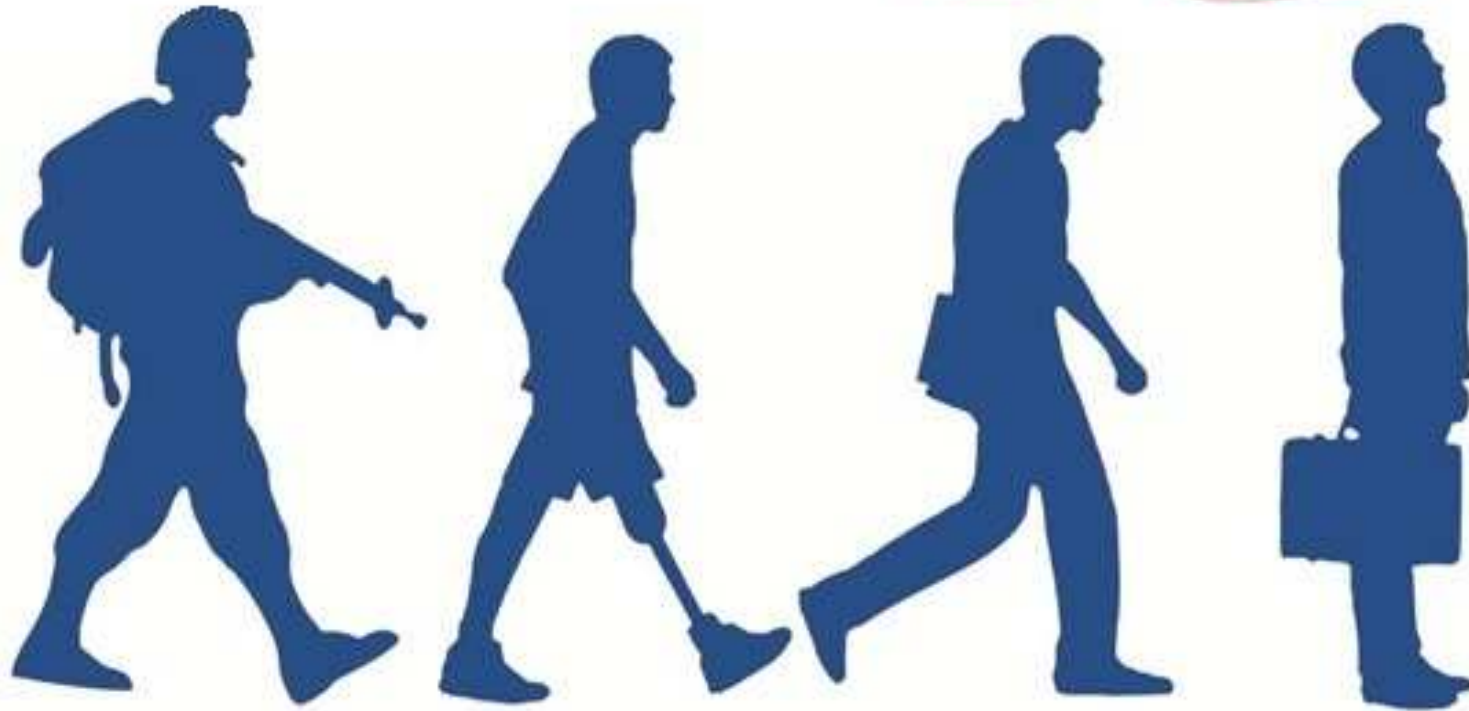
City of Miami
Homeless Veterans
Task Force

- Homeward Bound Initiative



QUESTIONS?





Huntsville based, nationally recognized Veterans Service
Organization



Since 2007

- Over 5,000 Veterans served
- Over \$67 million in cumulative new benefits, services, and salaries secured for our Veteran clients
- National recognition as a grassroots center of excellence for wounded warrior and Veteran reintegration
- Selected as regional pilot site for Army's critical Veterans Employment Transition Initiative
- Awarded the national Spirit of Hope Award for patriotism, selfless dedication, honor, and significantly enhancing the quality of life of service members and their families
- Selected as a pilot site for the National Community Blueprint Network



In 2011

- Conducted 2,404 one-on-one counseling sessions for Veterans
- Secured over \$9.19 million in new benefits, services, and salaries for our Veteran clients
- Helped 130 Veterans secure meaningful new careers

So Far in 2012

- Conducted over 1600 one-on-one counseling sessions for Veterans
- Helped 110 Veterans secure meaningful new careers



ORGANIZATIONS WE HAVE RELATIONSHIPS WITH

- Wounded Warrior Regiment (USMC) Quantico
- Warrior Transition Unit (Army) Fort Campbell
- Warrior Transition Unit (Army) Fort Gordon
- VA Medical Center Birmingham
- VA Medical Center Tuscaloosa
- Semper Fi Community Task Force (SFCTF)
- Community Based Warrior Transition Unit (CBWTU) Redstone Arsenal
- Missile Defense Agency – Redstone Arsenal
- NASA – Redstone Arsenal
- Army Materiel Command – Redstone Arsenal
- Association of the United States Army (AUSA)
- North Alabama Veterans and Fraternal Organizations Coalition (NAVFOC)
- Marine Corps League
- Semper Fi Riders
- Patriot Guard



Workforce Development Integration Initiatives

- **Training/Hiring Partnerships**

SAIC (Completed April 12 2012, scheduled for October 2012))

HOME DEPOT (Completed Nov 2011)

LOWE's (Scheduled July 27 2012)

- **Mentoring Program**

NASHRM/SSV Partnership

(North Alabama Society of Human Resource Managers)





- **Job Fairs we partnered on:**

WBCNA – Women's Business Center of North Alabama (Mar 20, 2012)
Red Cross (June 14, 2012)
US Chamber Hire Our Heroes (Aug 23, 2012)

- **Staffing Agencies SSV Works with:**

Snelling
GRN
Ambassador
Aerotek





- **Job Clubs we present at:**
St Joseph the Worker Job Club
Trinity Job Club



SSV Workforce Development is also partnered with many companies in Huntsville and around the country that send us job postings and are receptive to clients that we send them.



Workforce Development Integration Initiatives

- **Training Programs**

Federal Hiring Workshops (conducted quarterly)

Green Energy Workshops (conducted weekly)

CDL Training (conducted quarterly)

Marketing Yourself for a Career Search

Phoenix (Veterans with Disability)

Financial Workshop (scheduled for Sept)

EEOC Workshop (July 2012)

Siemens CAD Conference (June 11-13, 2012)

Siemens CAD/CAM (Jul 2012)





Community Blueprint Programs

Showed the movie ***To Hell and Back*** to raise public awareness of Veterans issues.

Host roundtables for the areas of focus:

- First roundtable was for Workforce Development. Attendees included: the Alabama Career Center, HR Specialists from Redstone Arsenal, SFCTF, Veterans Upward Bound.
- Faith Based roundtable in the final planning stages for October.

Incubate a partnership with Huntsville City Schools to hire Veterans and use them as mentors for the Junior Optimist Clubs.

Putting a resource directory together that covers the five counties of North East Alabama.



QUESTIONS?

For Further Information

- **LtCol Antonio (Tony) Colmenares, USMC (Ret), AFES Director, American Red Cross South Florida region**

Antonio.Colmenares@redcross.org

- **William Koch, Director of Workforce Development, Still Serving Veterans**

e-mail: admin@stillservingveterans.org

website: www.stillservingveterans.org

blog: stillservingveterans.wordpress.com

Facebook: facebook.com/stillservingveteransusa

To Continue this Discussion...and others

Veterans and Military Families Knowledge Network

www.nationalserviceresources.org/veterans

Join Us for Our Next Webinar

Wednesday, October 31

**Unpacking the Transition from
Military Service to Civilian Life**

Thank you!

**Please complete the
post-webinar survey**